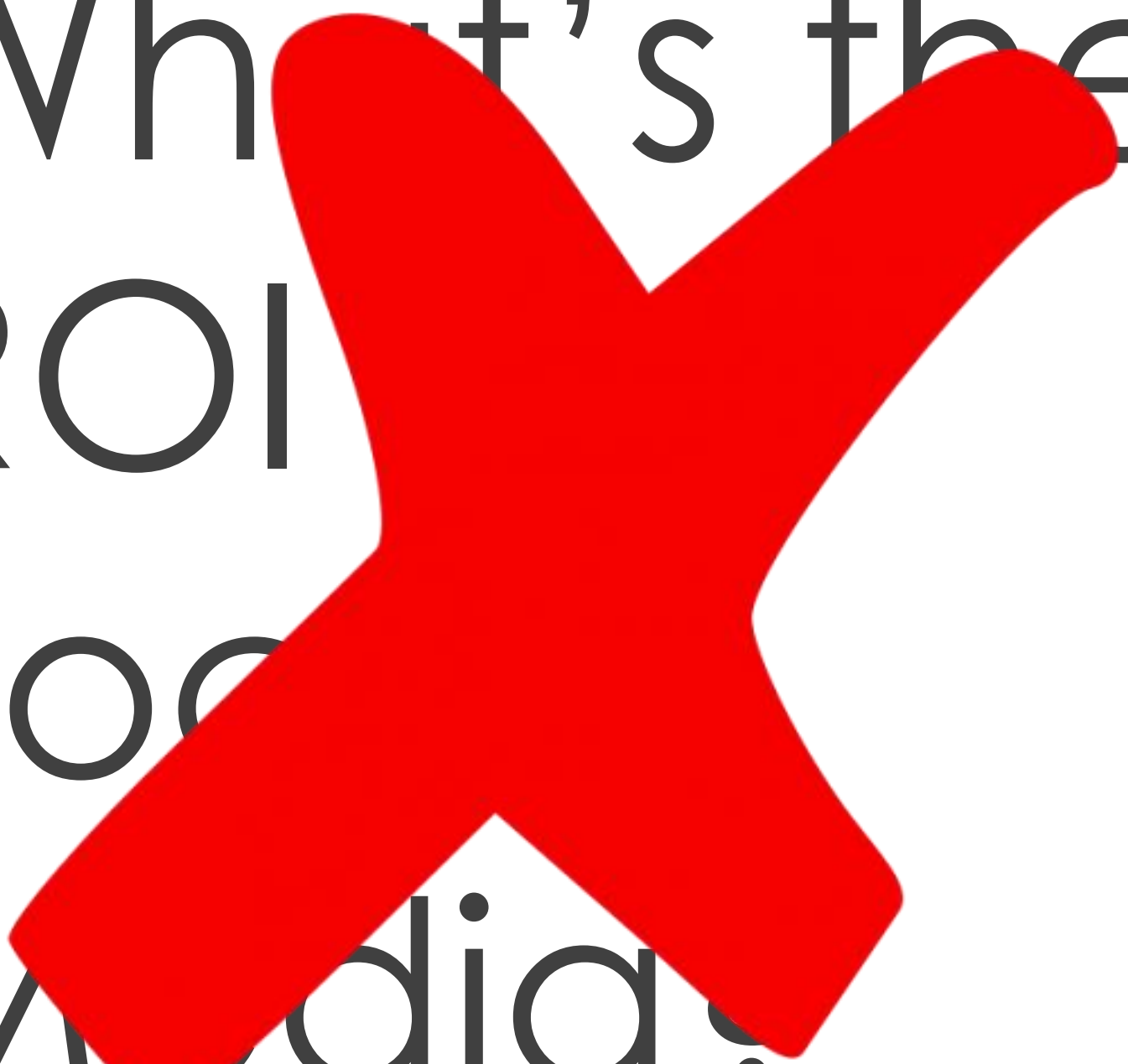


What's the
ROI
Social
Media did?

A large, bold, red 'X' is drawn across the center of the image, crossing out the text behind it. The 'X' is composed of two thick, slightly irregular strokes, giving it a hand-drawn or stamped appearance. It starts from the top-left and bottom-right corners, crossing in the middle, and then extends to the top-right and bottom-left corners.

The ROI of Recommendation via WoM and Social Media

nielsen

***“A recommendation from a friend is
the most trusted source of information
when it comes to making a purchase decision”***

David McCallum,
Global Managing Director

nielsen

“Word of Mouth is 9X effective as advertising in converting unfavorable or neutral dispositions into positive attitudes. ”

David McCallum,
Global Managing Director



Recommendation
flows through
relationships

WOM

Social Media

78%



Likely to buy based on
recommendation from a friend

Brand Advocacy



Key driver for
business growth

P&G

Enter Web Address:

All ▼

Take Me Back

[Adv. Search](#) [Compare Archive Pages](#)

Searched for <http://www.tremor.com>

Note some duplicates are not shown. [See all](#).

* denotes when site was updated.

Material typically becomes available here 6 months after collection. [See FAQ](#).

Search Results for Jan 01, 1996 - Sep 18, 2009

1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1 pages	2 pages	0 pages	0 pages	0 pages	4 pages	15 pages	22 pages	32 pages	118 pages	47 pages
Dec 19, 1996 *	Jan 19, 1997 Apr 18, 1997				Feb 01, 2001 * Mar 02, 2001 * Mar 08, 2001 Apr 01, 2001	Mar 26, 2002 * Mar 31, 2002 May 23, 2002 * May 28, 2002 Jul 20, 2002 * Jul 26, 2002 Aug 02, 2002 Sep 23, 2002 Sep 25, 2002 Sep 28, 2002 Sep 30, 2002 Nov 21, 2002 * Nov 22, 2002 Nov 26, 2002 Nov 30, 2002	Feb 01, 2003 Feb 06, 2003 Feb 10, 2003 Feb 18, 2003 Mar 24, 2003 Apr 09, 2003 Apr 21, 2003 May 29, 2003 Jun 02, 2003 Jun 19, 2003 * Jun 20, 2003 Jun 23, 2003 Jul 20, 2003 Jul 27, 2003 Sep 19, 2003 Oct 01, 2003 Oct 11, 2003 Oct 25, 2003 Oct 26, 2003 Nov 18, 2003	Jan 01, 2004 * Feb 25, 2004 * Apr 04, 2004 * Apr 05, 2004 May 19, 2004 * May 27, 2004 * Jun 06, 2004 * Jun 10, 2004 * Jun 11, 2004 Jun 12, 2004 Jun 15, 2004 Jun 19, 2004 * Jun 21, 2004 Jun 23, 2004 * Jun 24, 2004 Jun 27, 2004 * Jun 29, 2004 Jul 14, 2004 * Jul 24, 2004 * Jul 25, 2004	Jan 05, 2005 Jan 23, 2005 * Feb 04, 2005 Feb 04, 2005 * Feb 05, 2005 Feb 06, 2005 Feb 09, 2005 * Feb 12, 2005 * Feb 16, 2005 Mar 04, 2005 * Mar 30, 2005 * Apr 03, 2005 * Apr 07, 2005 * May 12, 2005 * May 16, 2005 May 17, 2005 May 18, 2005 May 20, 2005 May 21, 2005 May 22, 2005	Jan 04, 2006 Jan 10, 2006 Jan 11, 2006 Jan 12, 2006 Jan 13, 2006 Jan 15, 2006 Jan 18, 2006 Feb 04, 2006 Feb 04, 2006 Feb 05, 2006 Feb 09, 2006 Feb 12, 2006 Feb 16, 2006 Apr 02, 2006 Apr 05, 2006 Apr 12, 2006 Apr 14, 2006 Apr 18, 2006 May 15, 2006 Jun 12, 2006

The New York Times
Wednesday, March 17, 2010

Times Topics

Search All NYTimes.com

Go

TIMES TOPICS > SUBJECTS > S > SEPT. 11, 2001

Report an Error

Sept. 11, 2001

☒ SIGN IN TO RECOMMEND
☒ E-MAIL



Tyler Hicks/The New York Times

It was the day when the unreal became the unimaginable. Sept. 11, 2001, the crystalline morning when planes dropped from the skies and toppled the World Trade Center and punctured a hole in the Pentagon, was a demarcation point that shattered the security of the country and introduced a nebulous and virulent enemy

Portraits of Grief



Browse by last name for profiles of the victims.

A | B | C | D | E | F | G | H | I | J
K | L | M | N | O | P | Q | R | S
T | U | V | W | Y | Z
• Revisiting the Families »

The First 10 Days

A look back at the immediate aftermath of the attacks.

IN PRINT:

Sept. 12, 2001 | 13 | 14 | 15 | 16
| 17 | 18 | 19 | 20

ON THE WEB:

Sept. 11, 2001 | 12 | 13 | 14 | 15
| 16 | 17 | 18 | 19 | 20

More About 9/11 and Its Aftermath



Attacks



Memorial



Reconstruction



Health

Photos Click on a photo to view related article



MOST POPULAR



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[DRIVING BUSINESS WITH CONSUMER ADVOCACY](#) [CREATING EFFECTIVE ADVOCACY](#) [DELIVERING MEASURABLE RESULTS](#) [REVEALING CASE STUDIES](#)

Something moved. Like a new wave of consumer energy. Like a TREMOR™.

Part cognitive science. Part social network. TREMOR creates powerful waves by igniting consumer advocacy among trusted friends.

Bold. Surprising. Personal. Relevant ... WORD of MOUTH.

Powered by Procter & Gamble, TREMOR works by delivering statistically measurable results. TREMOR may change the way you think about your consumers ... and the way consumers talk about your brand.

TREMOR WEBINAR ARCHIVE

> "Understanding the science of consumer advocacy" [View here >>](#)

TREMOR WON A WOMMY!

> WOMMY announcement

LET'S START THE CONVERSATION

> [Contact TREMOR now](#)



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[FIRST, LET'S DEFINE CONSUMER ADVOCACY](#)

[WHY DOES CONSUMER ADVOCACY DRIVE YOUR BUSINESS?](#)



LET'S START THE CONVERSATION
CONTACT TREMOR NOW



FIRST, LET'S DEFINE CONSUMER ADVOCACY

It's not alchemy. Consumer advocacy is a real, defined moment when a human being makes an emotional connection to your brand experience. A connection so strong that she's willing, even eager, to support the brand publicly, to "put herself on the line" with the closest, most trusted people around her.

Reaching that point, both emotionally and publicly, is the essential difference between TREMOR™ and everything else. And why it's becoming an integral part of the marketing mix.

Consumer advocacy is not ...

Buzz

It's not about generating blind, mass impressions with no real meaning or any grasp of the benefit.

Viral

It's not simply a "tactic," a funny or shocking performance that screams "Look

VOCANIC

CREST WEEKLY CLEAN:

TREMOR™ delivers 3x trial rates and 2x awareness compared to other vehicles in the media mix.

DRIVE TRIAL FOR A NEW PRODUCT THAT REQUIRED NEW HABIT FORMATION

The Challenge

Conventional media has its limitations. As do traditional approaches to “trial.” When Crest developed a new, intensive cleaning paste for weekly use, they realized they had a unique product that needed a unique marketing approach to gain the kind of meaningful trial that would establish new purchase and usage patterns.



Conventional approaches such as broadcast and print media, sampling, and coupons could go only so far in conveying a strong, experiential message. To best grasp the brand benefit and adopt its different usage pattern, consumers needed to have a conversation about Crest Weekly Clean before they actually tried it.

WHY TREMOR?

It works. The TREMOR process has a proven record of creating that one message that will surprise a consumer and encourage her

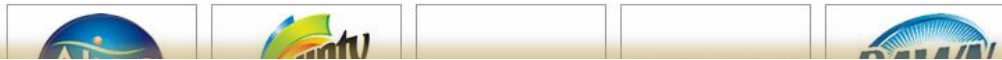
THE TREMOR METHODOLOGY.

The TREMOR team began by looking for existing consumer expectations, or “schemas,” that would lead to the kind of disruptive

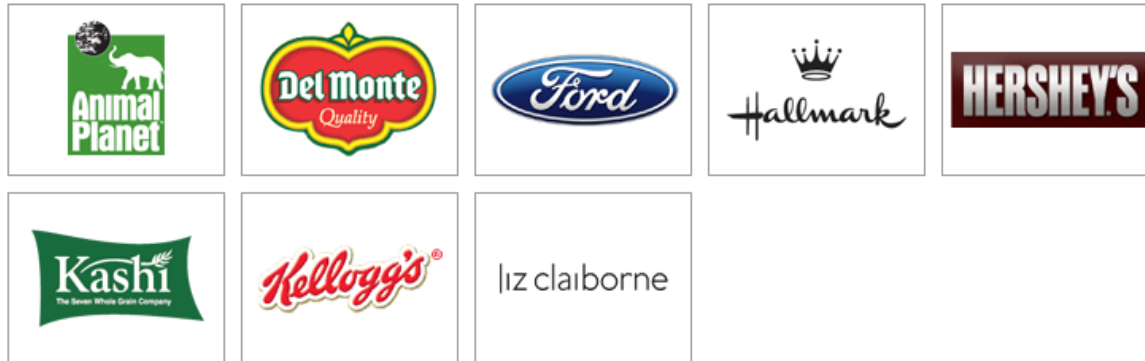


P&G Tremor Clients

P&G Clients



Non-P&G Clients



BAIN & COMPANY

*“The most recommended
company in its category
grows 2.5x category average”*

How to measure advocacy?



If growth is what you're after, you won't learn much from complex measurements of customer satisfaction or retention. You simply need to know what your customers tell their friends about you.

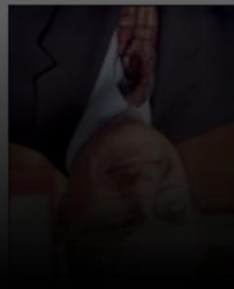
The One Number You Need to Grow

by Frederick F. Reichheld



NET PROMOTER SCORE

“Research shows that there is a strong correlation between a company’s growth rate and the percentage of its customers who are ‘extremely likely to recommend the company to a friend or colleague.’”



Net Promoter Score

How likely are you to recommend us to your friends and family?



Net Promoter Score = % Promoters - % Detractors

Detractors – 0 - 6
actively advocate
against



Passives – 6 - 8
are not unhappy



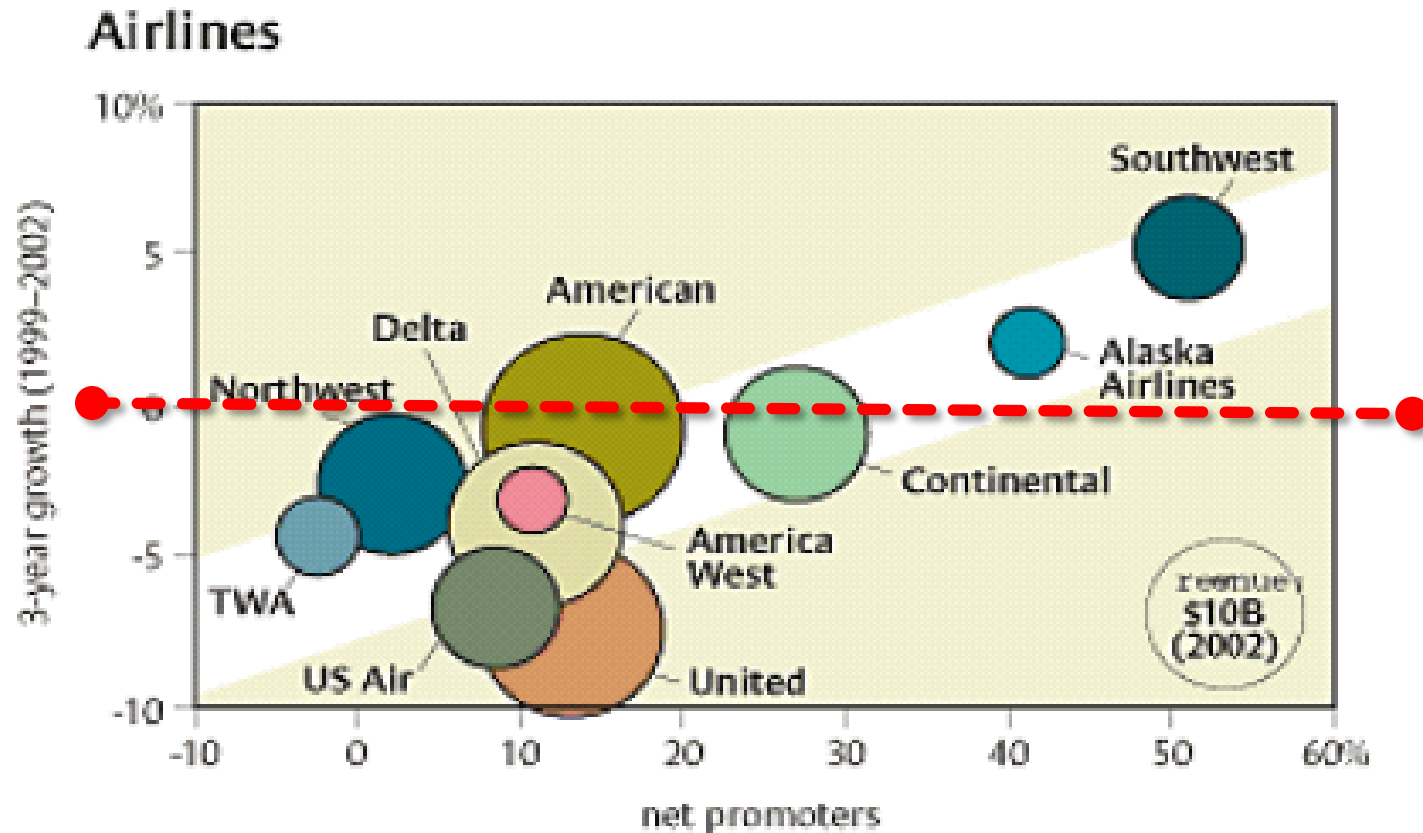
Promoters – 9 & 10
actively advocate



But who uses
Net Promoter Score
as a metric?



Advocacy equates to success



BAIN & COMPANY

*“A 12% increase in NPS
correlates to a doubling in growth”*

The Economics of Advocacy





**Proving the model:
a telco case study**

Proving the model: a telco case study

Source: Satmetrix Net Promoter Benchmark

B2C Telecommunications:

Wireless Industry Segment

Number of Companies: 7

(respondent N = 1,445)

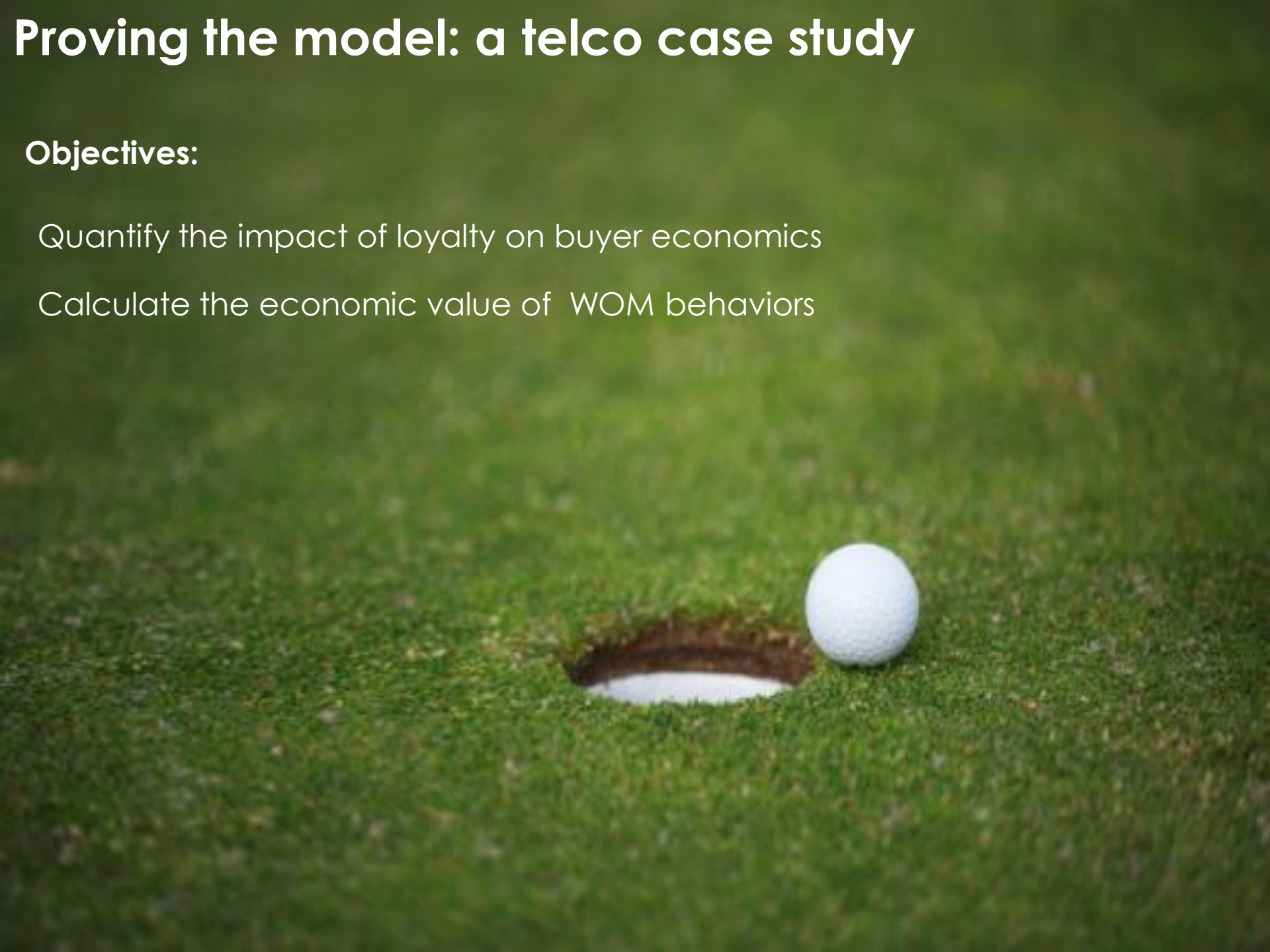


Proving the model: a telco case study

Objectives:

Quantify the impact of loyalty on buyer economics

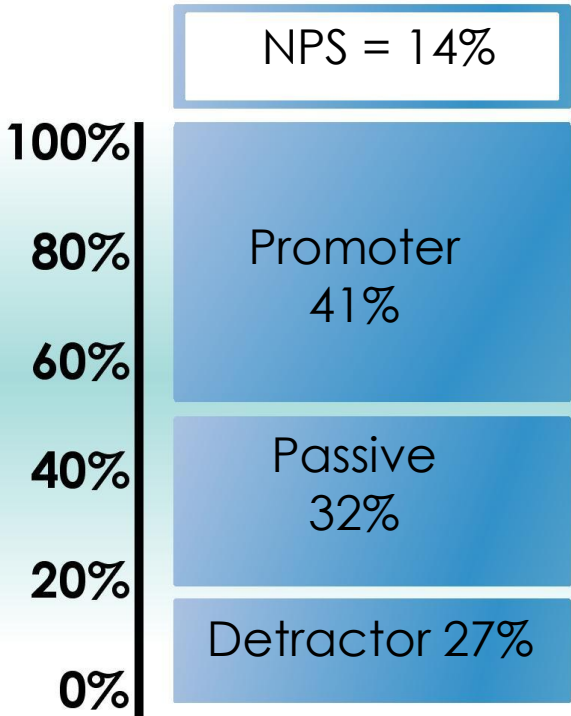
Calculate the economic value of WOM behaviors



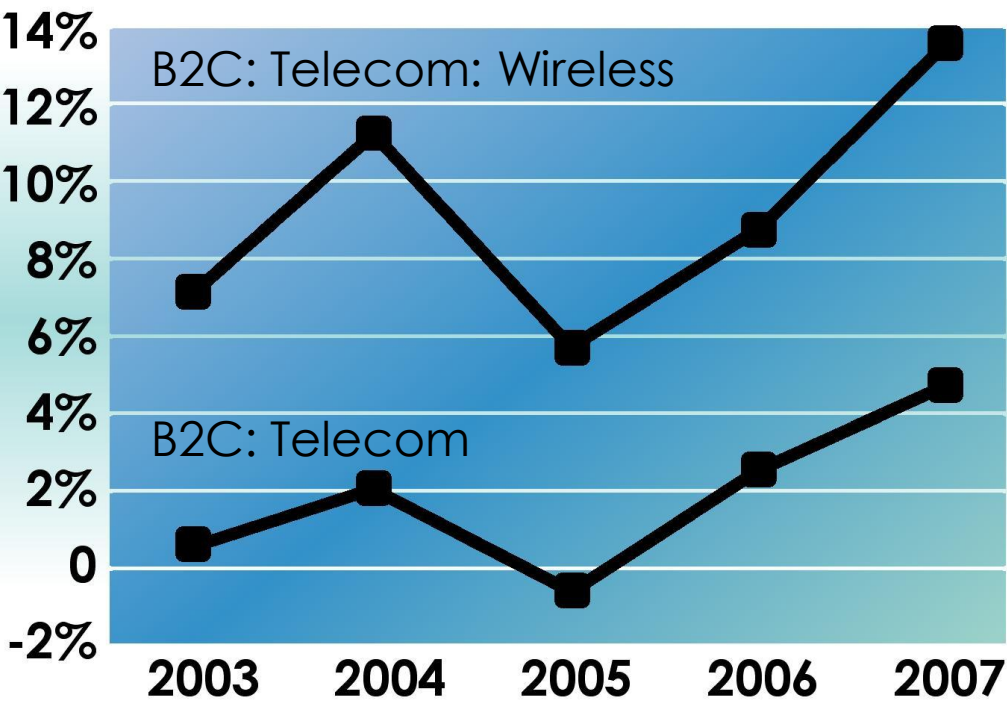
Wireless Providers: Net Promoter Performance

2007

B2C: Wireless Providers



5 Year Trend

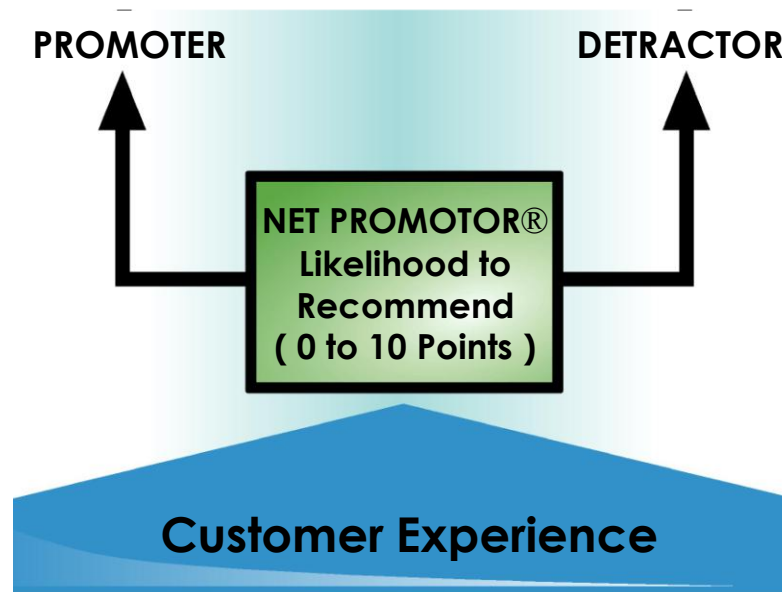


NPS and Total Customer Worth

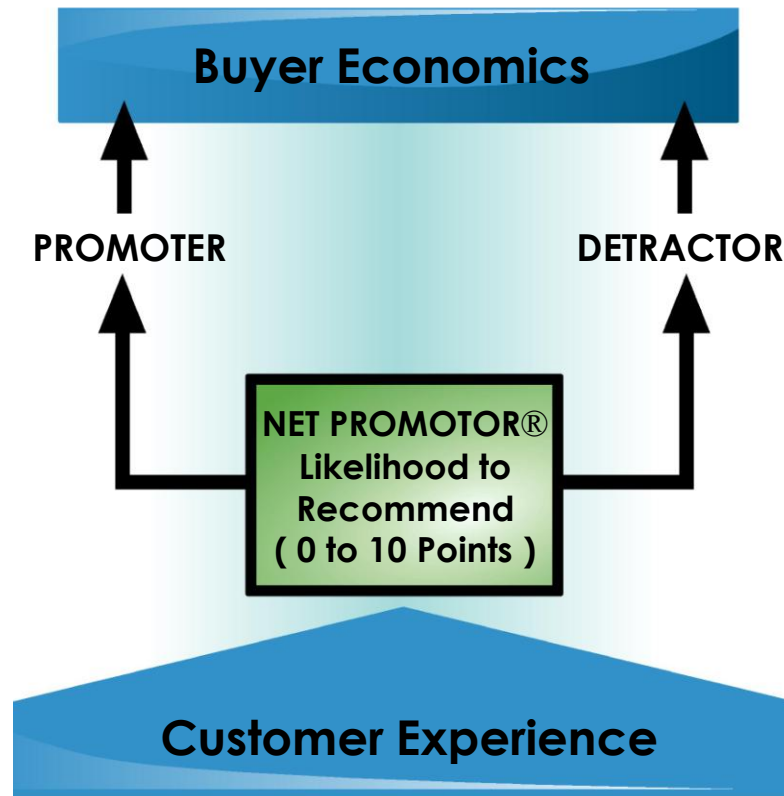


Customer Experience

NPS and Total Customer Worth

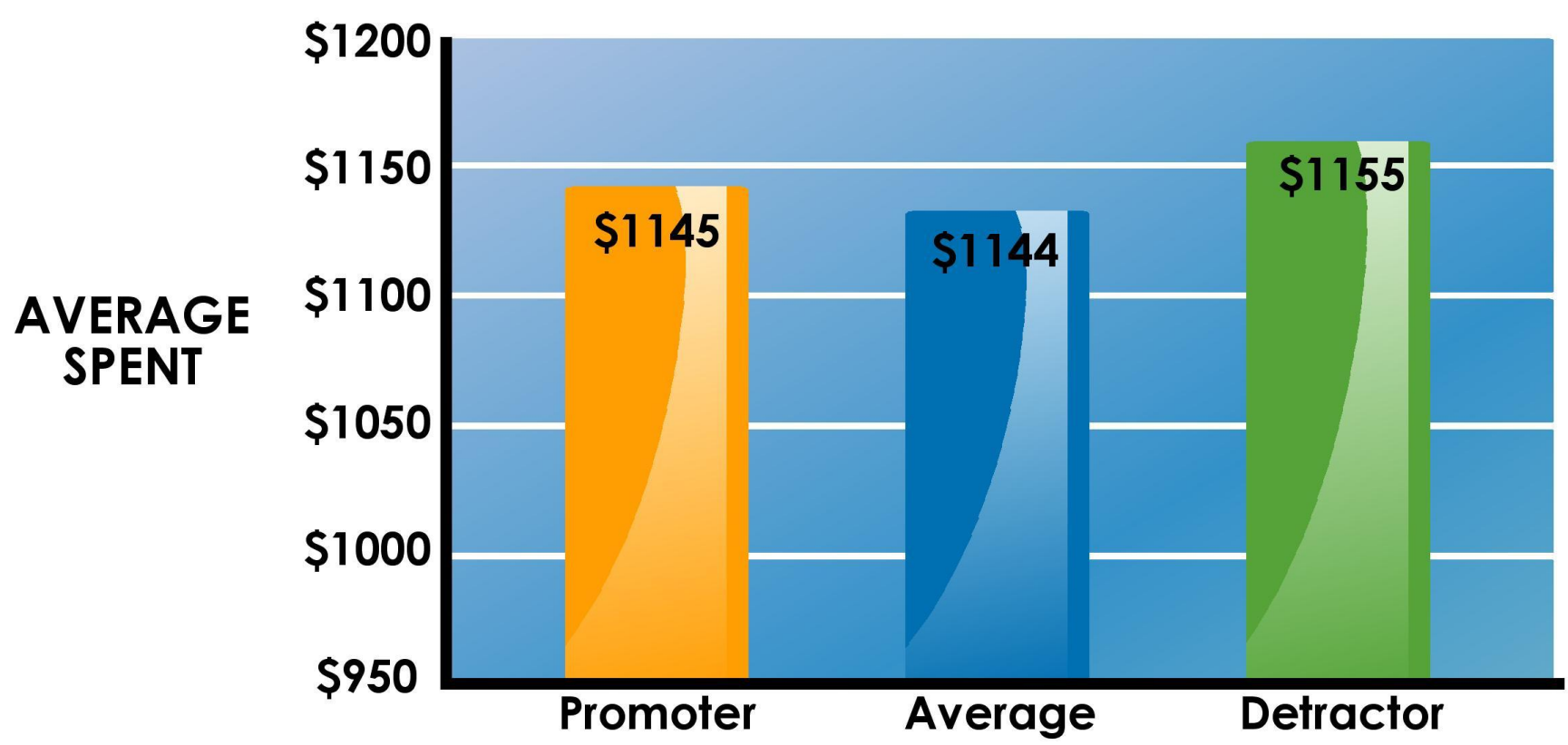


NPS and Total Customer Worth



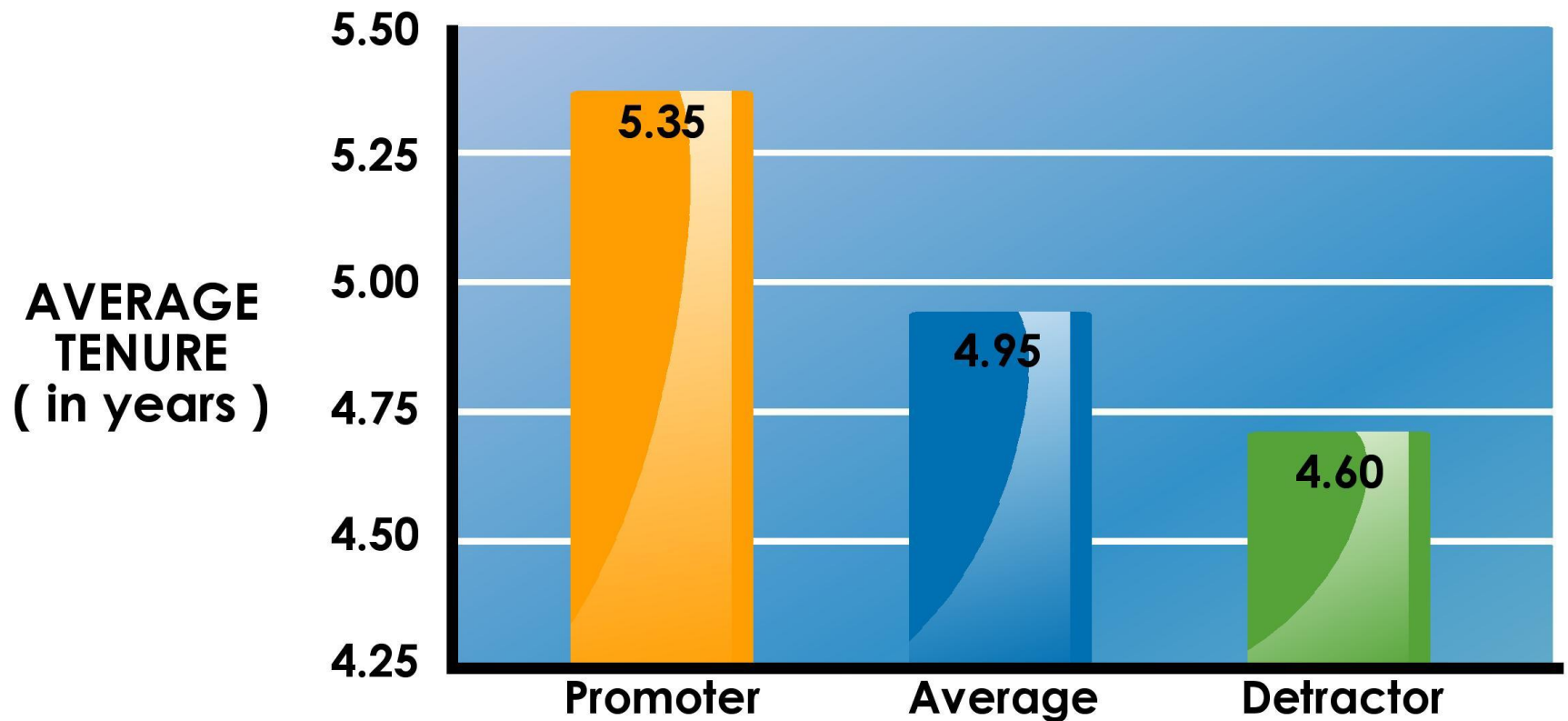
Buyer Economics for Wireless Providers

Relative Spend for Promoters and Detractors for Wireless Providers



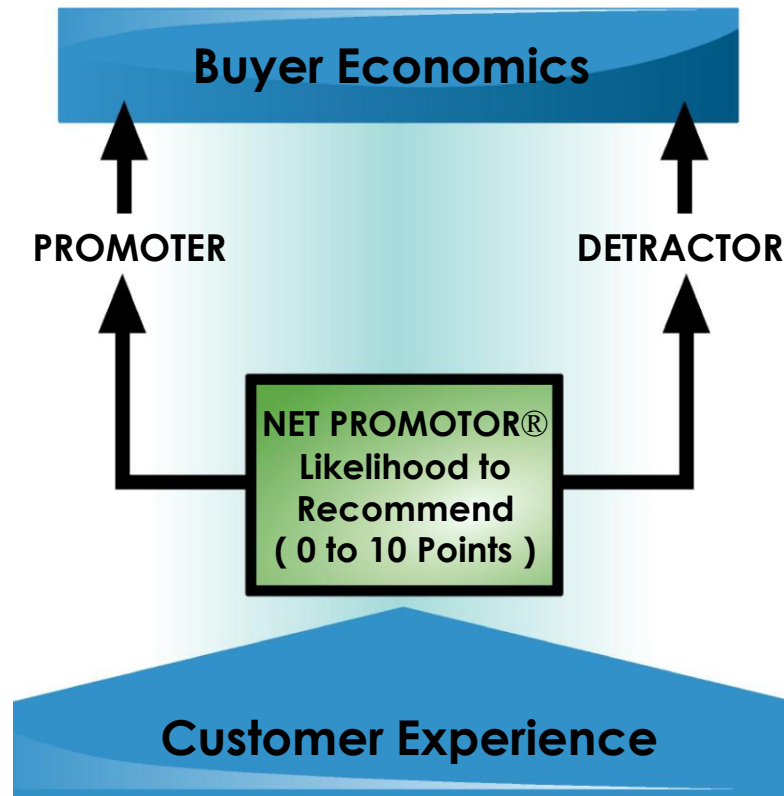
Customer Retention for Wireless Providers

Tenure for Promoters and Detractors for Wireless Promoters

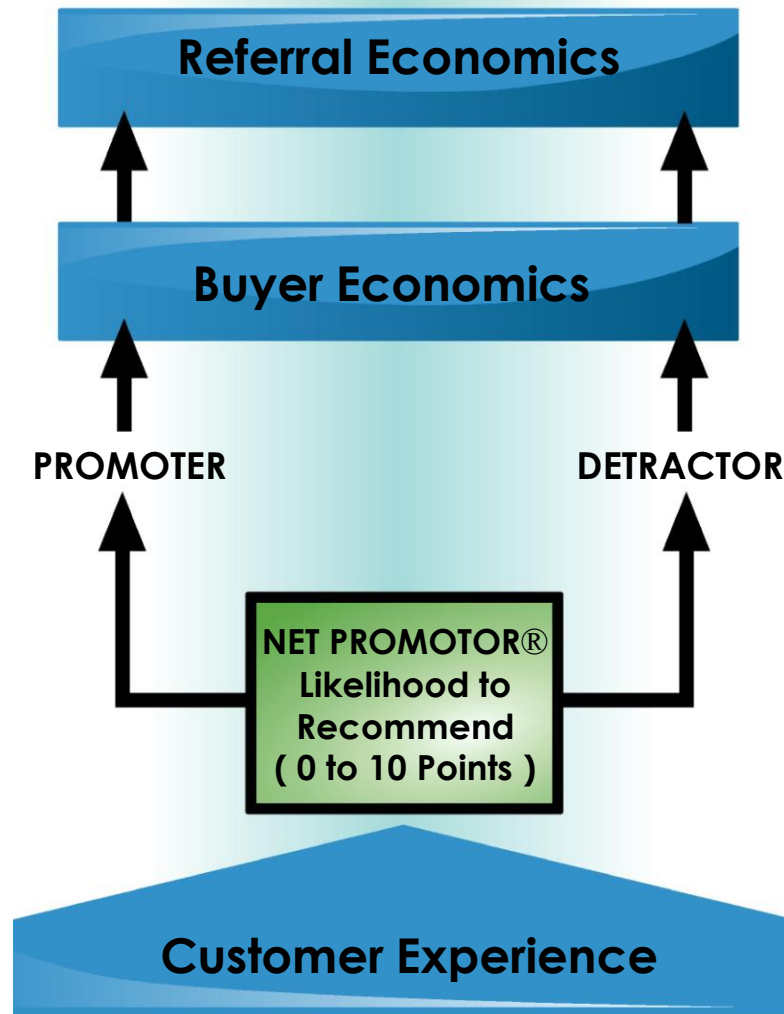


Takeaway: NPS Question can predict churn – at an individual level

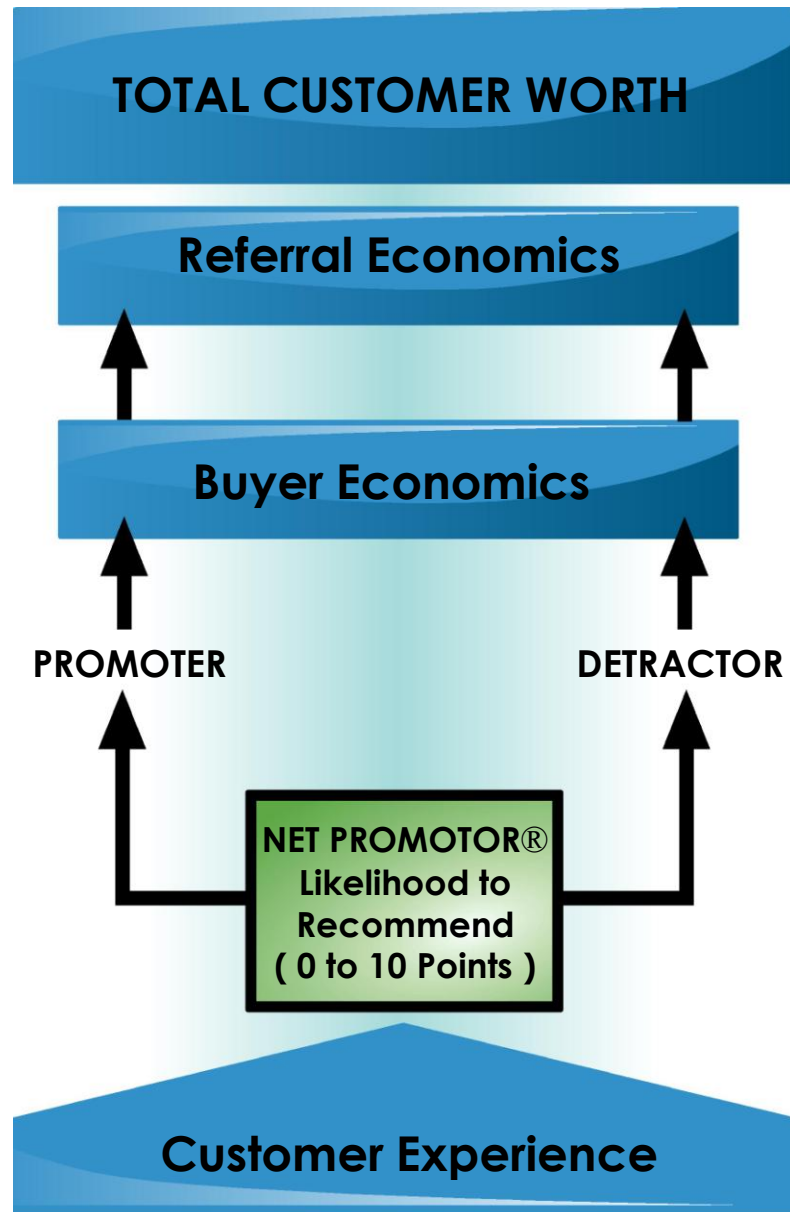
NPS and Total Customer Worth



NPS and Total Customer Worth



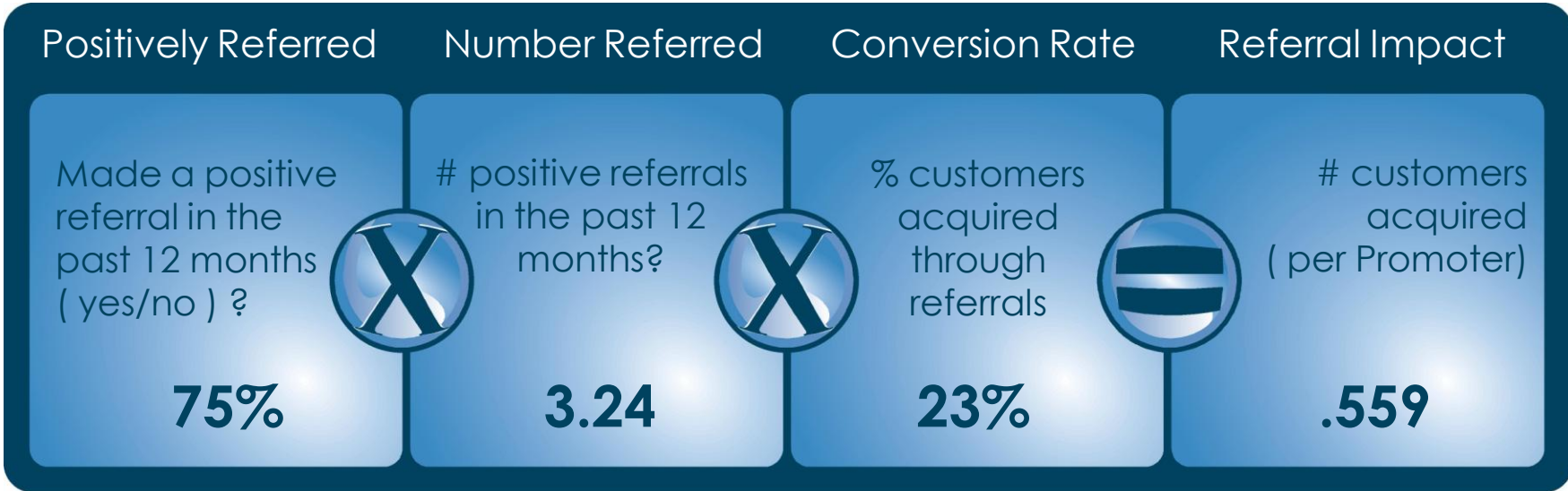
NPS and Total Customer Worth



Calculating Total Customer Worth



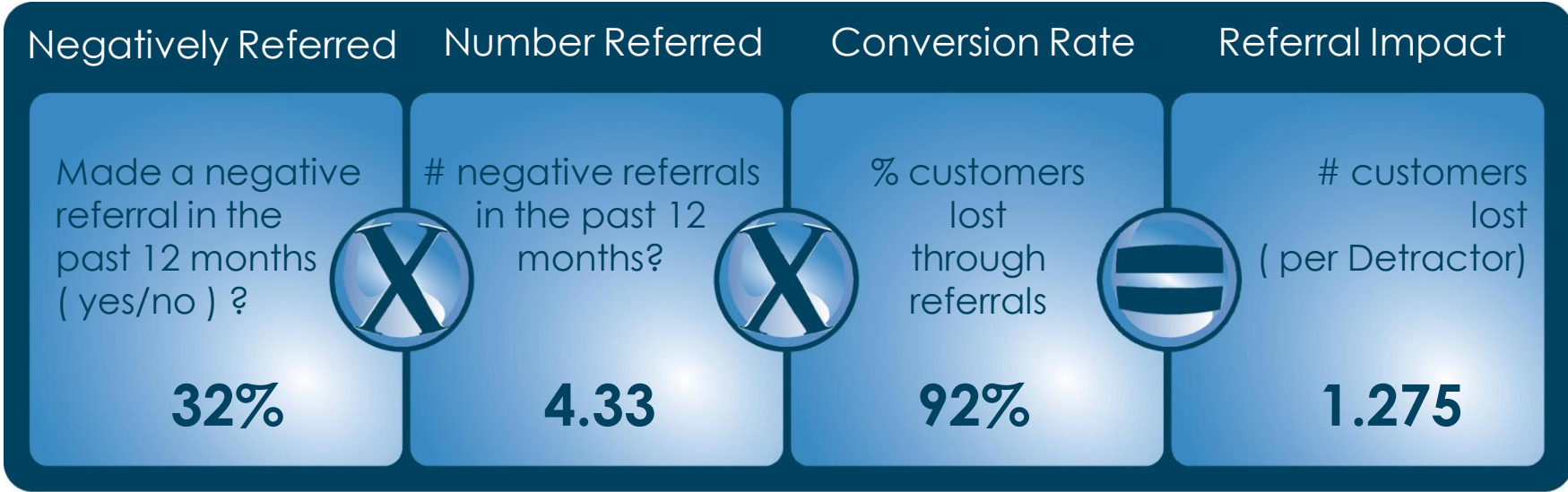
Calculating the value of Positive Recommendation



Referral Impact x Average Overall Spend = Additional Revenue Generated from Promoter Referrals

0.559 x \$1,144 = \$639

Calculating the value of Negative Recommendation

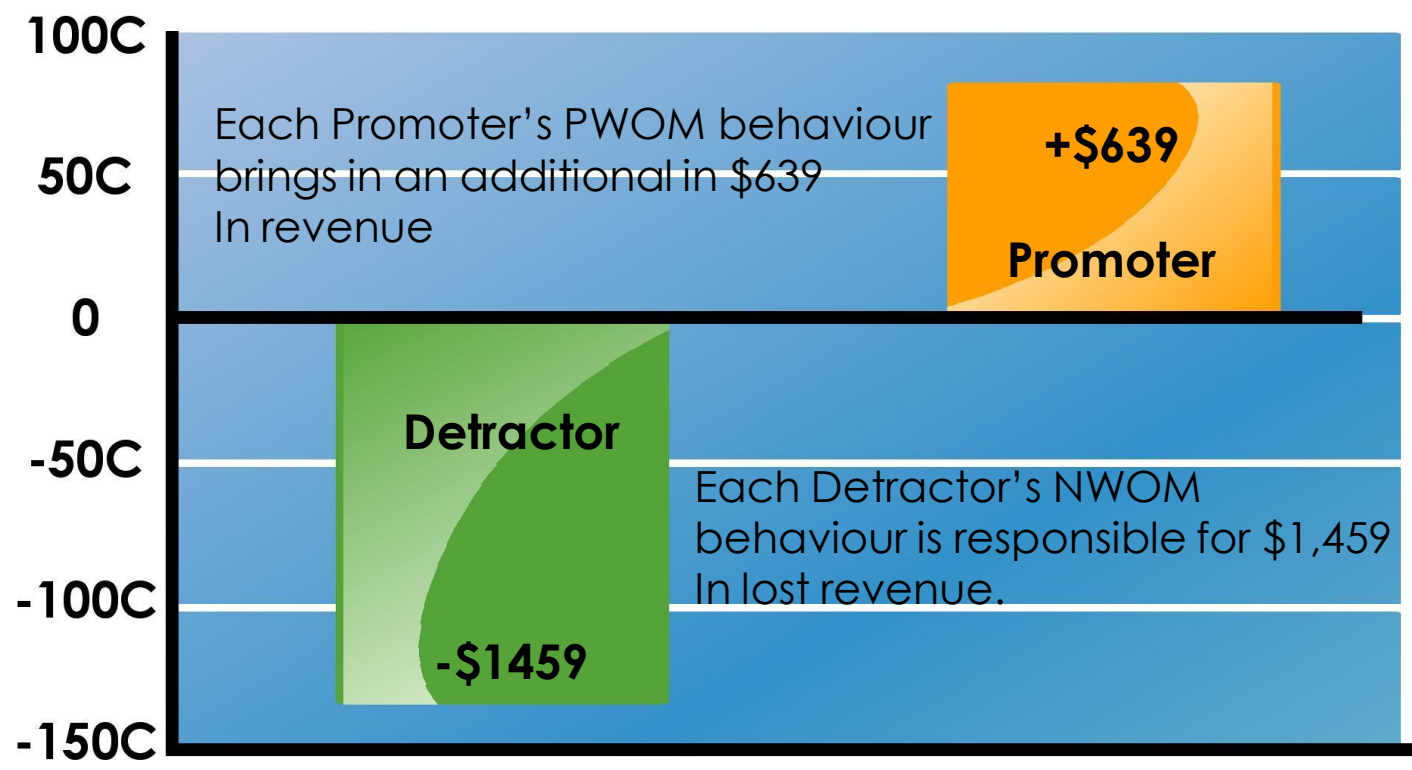


Referral Impact x Average Overall Spend = Additional Revenue Generated from Promoter Referrals

1.275 x \$1,144 = \$1,459

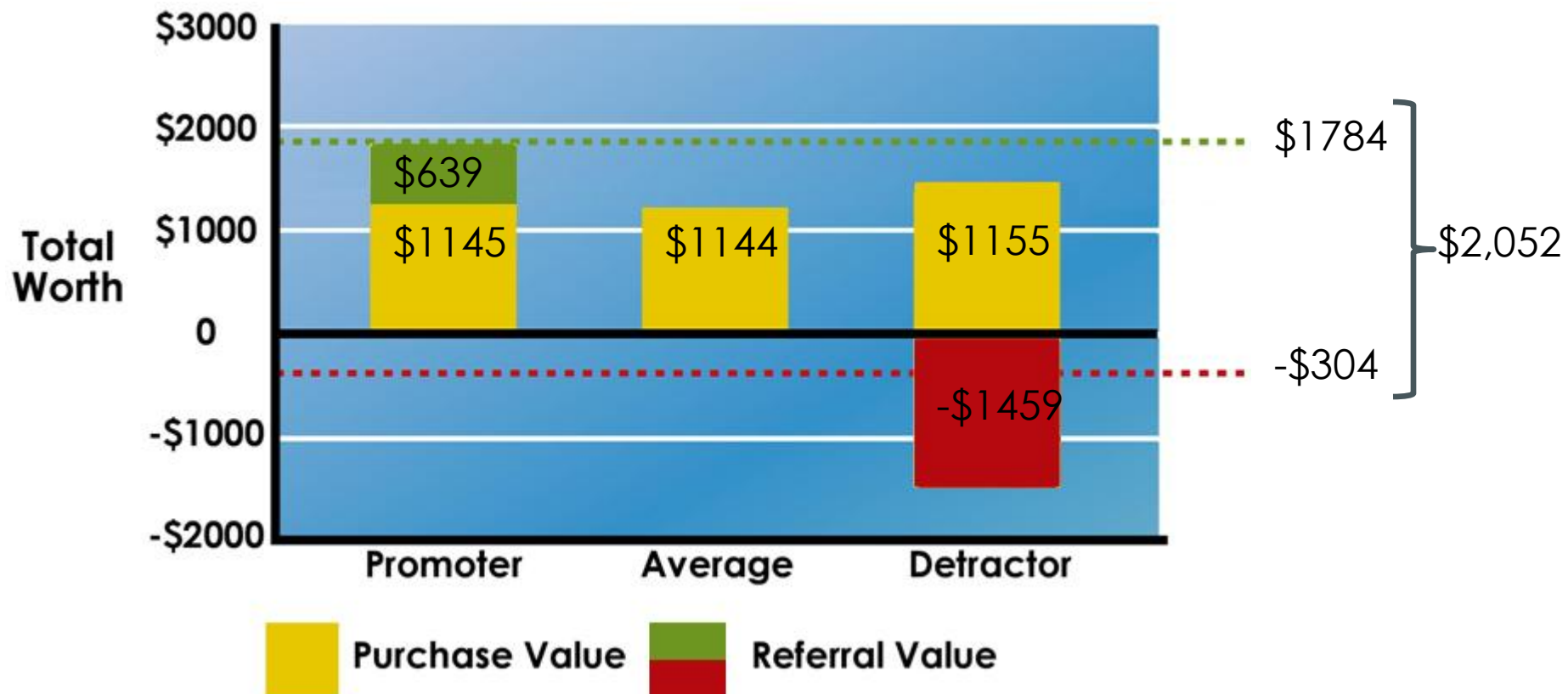
Referral economics for B2C Wireless Providers

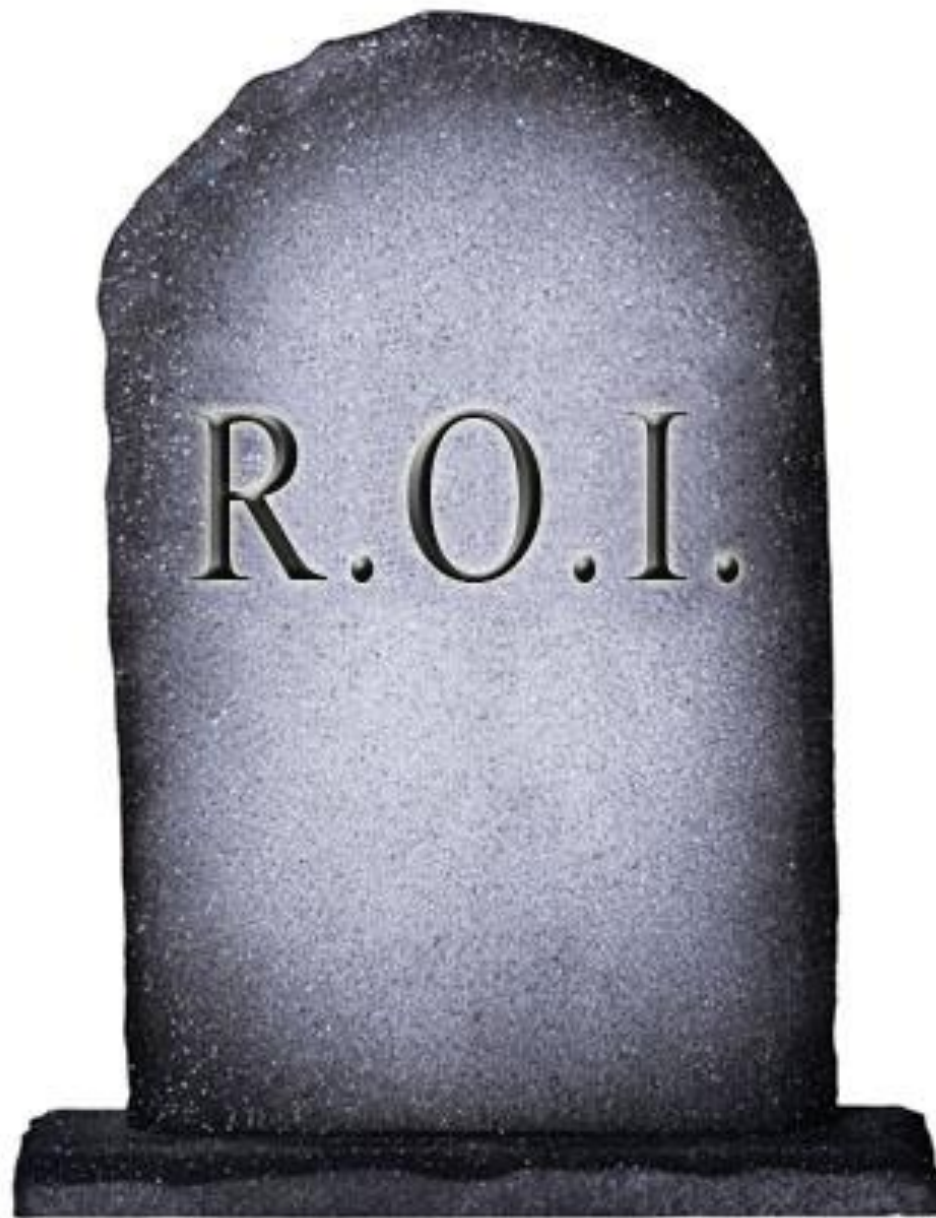
Economic Impact of Promoter and Detractor WOM for B2C Wireless Providers



Calculating Total Customer Worth for Promoters and Detractors

Total Customer Worth for Promoters and Detractors for B2C Wireless Promoters





Is ALL
Profit
Good?



Good
Profit

Bad
Profit



brand tags

See what people think a brand is. If you'd rather, you can [try guessing the brand from what people have tagged it](#) or [see what tags are most popular from different referring sites](#).

Comcast [cloud view](#) | [orderly view](#) | [by OS](#)

\$\$\$ \$56.99 / month 4086 *****love danica*****net 0 1 1992 1create table users 2.0 8os 877-393-4448

8773934448 ;laksjdff;lakdjff;lshfakjdhfa;lkdjhffuck!!!!!!!! ? ? ? ? @ a dogcow book a website

that shows a series of sites? abfindung abysmal customer service advertising agility ahhhhhhhhno! ahols aig all all over the

place american american isp anger

annoying

brand tags

See what people think a brand is. If you'd rather, you can [try](#) guessing the brand from [what people have tagged it](#) or [see what tags are most popular from different referring sites](#).

Amazon

[cloud view](#) | [orderly view](#) | [by OS](#)

no sucks #got me laid .com .comm 1 click 1-click patent 9995 7p ? 040505 a

to z a to z clever a web giant a-Z ap aazo abundant ad-tactic addicted addition

addictive adidas adventure advertising books affordable africa aggressive album art all all

encompassing online more all purpose all things to all people all-encompassing all-in-one shopping all-knowing allmighty

alphabets also bought

amazing

Good Profit

Earned while also
earning positive
advocacy

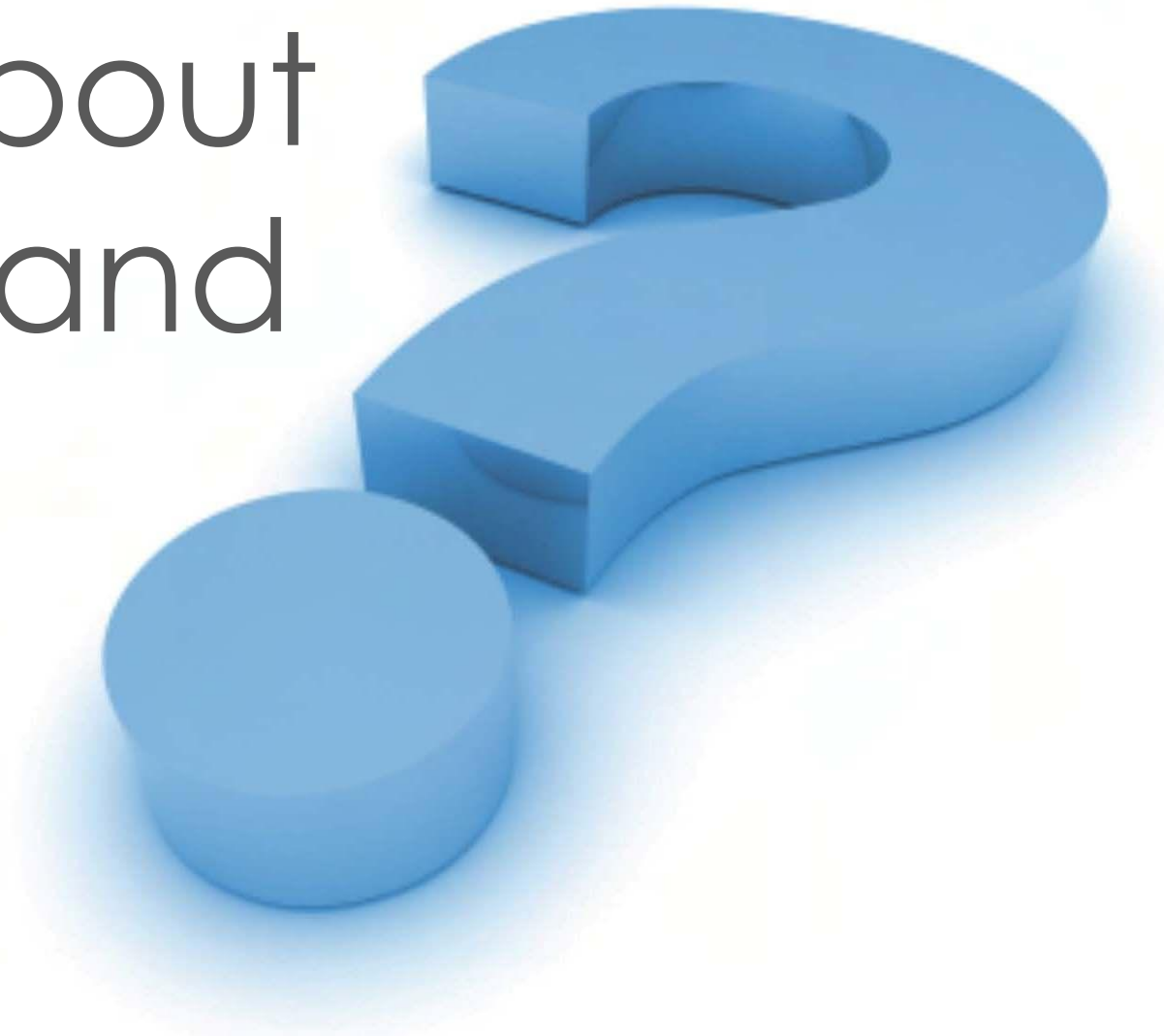


Bad Profit

Earned while also
earning negative
advocacy



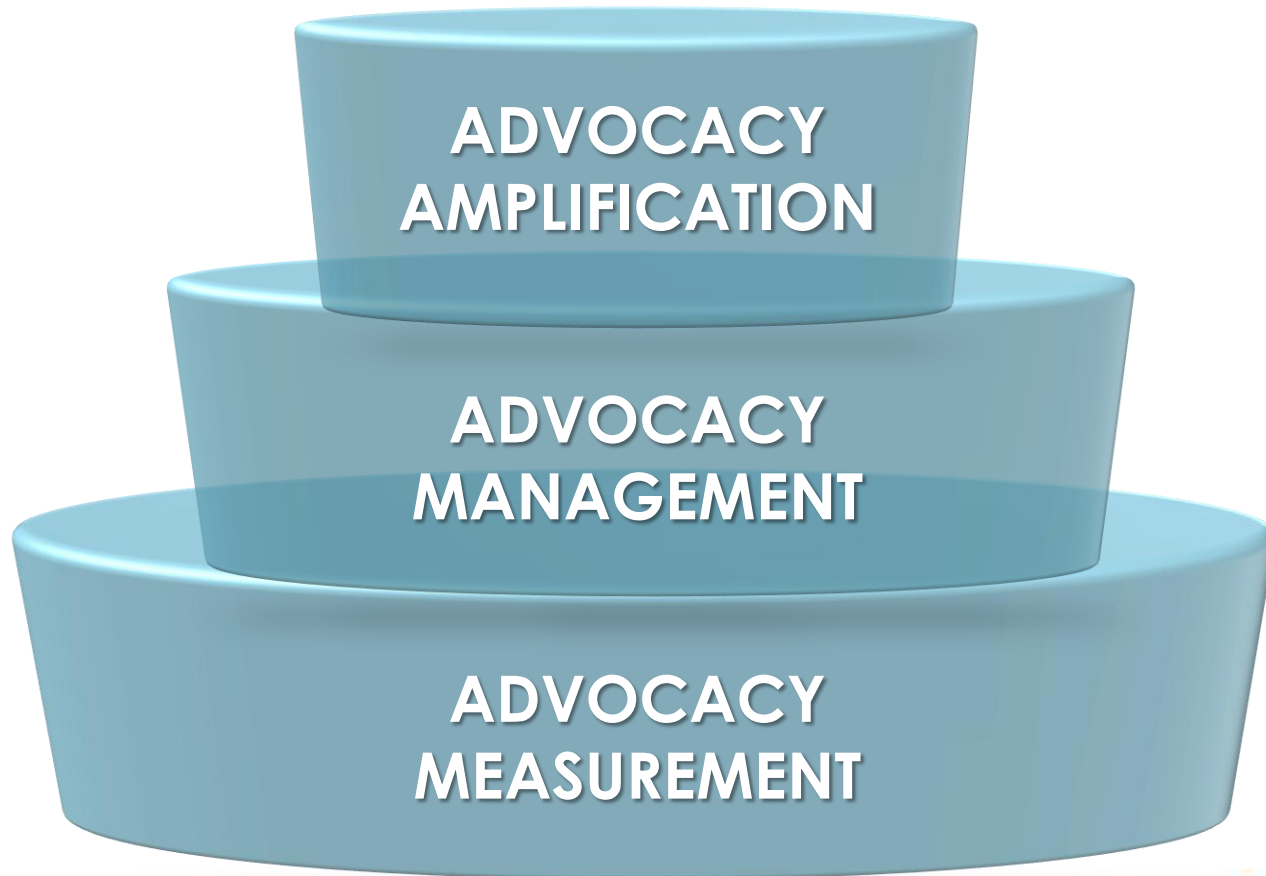
What are they
saying about
your brand





Return On Customer


Structuring a Social Media Strategy




U nique
S ales
P roposition

U nique
S haring
P roposition


The Importance of Being Liked


**Willy Foo - Photographer, Marketer, Technopreneur** If you've missed the news on the iPhone 4, this video and page summarises it


**Apple - iPhone 4 - Design of the display, A4 processor, and more**
www.apple.com
When creating iPhone 4, Apple designers and engineers didn't start with a clean sheet of paper. They started with three years of experience designing and building the phones that redefined what a phone can do. ...

10 hours ago · Comment · Like · Share

4 people like this.

**Cecil Hamilton** Any idea when it'll be launched here?
9 hours ago

**Willy Foo - Photographer, Marketer, Technopreneur** Sep I think
9 hours ago

**Jyh Woei** it will be here in july
<http://www.channelnewsasia.com/stories/singaporelocalnews/view/1061905/1/.html>
8 hours ago


Write a comment...


Store Mac iPod iPhone iPad iTunes Support

iPhone Features Design Apps for iPhone Gallery Tech Specs Notify Me

The future is in the details.

When creating iPhone 4, Apple designers and engineers didn't start with a clean sheet of paper. They started with three years of experience designing and building the phones that redefined what a phone can do. iPhone 4 is the result of everything they've learned so far. And it's all contained in a beautiful enclosure a mere 9.3 millimeters thin, making iPhone 4 the world's thinnest smartphone.

[Watch the Video >](#)



Engineered Glass

All the breakthrough technology in iPhone 4 is situated between two glossy panels of aluminosilicate glass — the same type of glass used in the windshields of helicopters and high-speed trains. Chemically strengthened to be 20 times stiffer and 30 times harder than plastic, the glass is ultradurable and more scratch-resistant than ever. It's also

The Importance of Being Liked



Chris Pan likes Facebook's Mark Zuckerberg: In It to Change the World? - TIME NewsFeed on TIME.com.

 43 minutes ago · Like

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TRENDING **Joran van der Sloot** NBA Finals Oil Spill World Cup Alejandro Music Video John Wooden

FACEBOOK

Facebook's Mark Zuckerberg: In It to Change the World?

By: DAN FLETCHER
Topics: FACEBOOK, MARK ZUCKERBERG, DAVID KIRKPATRICK



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Get your favorite MUSICIANS covers today!



The Importance of Being Liked

VÖCANIC

- HOMEPAGE
- BLOG
- PROJECTS
- PRESS & PR
- ABOUT US
- TECHNOLOGY
- CONTACT US
- WE'RE HIRING!

Social Media Strategy

Begin with the right game plan. How should your brand participate in the Social Media? First, you need a good game plan. VOCANIC's unique and proven strategising framework tells you where your brand currently stands and gives you a systematic plan of action to get where you want to go. Using our Advocacy based approach we include your customer in the process and deliver a highly-tailored Social Media campaign blueprint for your brand, with measurable indicators of success which we also can help you to achieve.

[READ MORE](#)

brand
advocacy

social
media
strategy

experiential
marketing

Like Ian McKee, KC Kong, and 56 others like this.

You like Brand Advocacy.

A key KPI for business too=day

Post to Facebook Cancel

ANIC

The Importance of Being Liked

The image is a screenshot of a Facebook profile for Ian McKee. The top navigation bar is blue with the Facebook logo, notification icons (1 and 2), and a search bar. The profile header shows a profile picture of Ian McKee, his name, and a status update: "Know of someone taking a shophouse in Duxton who is looking to rent out one floor young creative startup - any one know one? 18 hours ago clear". Below the header are tabs for Wall, Info, Photos, Boxes, Video, Links, and a plus icon. The main content area features a text box for a new post with the placeholder "What's on your mind?", an "Attach:" button with icons for photos, video, calendar, and documents, and a "Share" button. To the left of the main content is a sidebar with links to "View Photos of Me (206)", "View Videos of me (2)", and "Edit My Profile". Below these links is a box describing his role: "CEO of Vocanic - Asia's Leading Word of Mouth and Social Media Marketing Agency". Further down is an "Information" section with his website URLs: "http://www.vocanic.com" and "http://www.thepowerofinfluence.com". Below that is a "Friends" section showing "3,240 friends" and a "View All" link. At the bottom of the sidebar are three small profile pictures. The main content area also includes a section for "Brand Advocacy" with the Vocanic logo, website "www.vocanic.com", and description "Asia's leading Social Media and Word of Mouth Marketing Agency". Below this is a post from 7 seconds ago with options to "Comment", "Like", and "Share". A "RECENT ACTIVITY" section follows, listing three items: "Ian likes City Square Mall on Vocanic.", "Ian likes How to Train Your Dragon (2010) (VG) on IMDb.", and "Ian likes Professional Profile: Business Networking.". At the bottom of the main content area is another status update from Ian McKee: "Know of someone taking a shophouse in Duxton who is looking to rent out one floor - would be suitable for a young creative startup - any one know one? Yesterday at 14:09 · Comment · Like".

facebook ¹ ² Search

Ian McKee Know of someone taking a shophouse in Duxton who is looking to rent out one floor young creative startup - any one know one? 18 hours ago clear

Wall Info Photos Boxes Video Links >> +

What's on your mind?

Attach: Share

Options

Ian McKee A key KPI for business too=day

Brand Advocacy
www.vocanic.com
Asia's leading Social Media and Word of Mouth Marketing Agency

7 seconds ago · Comment · Like · Share

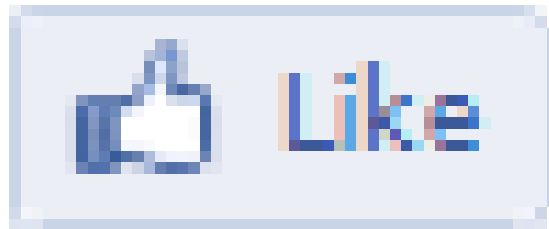
RECENT ACTIVITY

- Ian likes City Square Mall on Vocanic.
- Ian likes How to Train Your Dragon (2010) (VG) on IMDb.
- Ian likes Professional Profile: Business Networking.

Ian McKee Know of someone taking a shophouse in Duxton who is looking to rent out one floor - would be suitable for a young creative startup - any one know one? Yesterday at 14:09 · Comment · Like

1

Billion



Buttons

Summary



Advocacy is King

Advocacy is

Measurable

Good Profits vs

Bad Profits

Be Shared / Liked

Thank You



Ian McKee

CEO - Vocanic

Email: imckee@vocanic.com

Blog: www.thepowerofinfluence.com

Twitter: www.twitter.com/vocanic

Facebook: www.facebook.com/ian.mckee